

PSI/Benin

Annual Report

Fiscal Year 2004 (Oct. 2003 – Sept. 2004)

**Enhancing HIV/AIDS Prevention and
Improving Integrated Family and
Reproductive Health in Benin**

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Table Of Contents

List of Acronyms

Executive Summary.....	4
Targeted Communications Initiative (TCI) for HIV/AIDS Prevention	5
Integrated Private Medical Sector Initiative (IPMS).....	8
Commercial Market Development for ITNs (ITN – 2).....	9
Product and Services Social Marketing and Distribution (PSSMD).....	10
Other Programmatic Activities.....	17
Project Administration and Logistics.....	18
External and Donor Relations.....	19

List Of Acronyms

ABMS	Association Béninoise pour le Marketing Social et la Communication pour la Santé.
BCC	Behavior Change Communications
CAME	Central d'Achat des Medicaments Essentiels
CSW	Commercial Sex Worker
DED	Deutscher Entwicklungsdienst
DSF	Direction de la Santé Familiale [MOH]
DNPS	Direction Nationale de la Protection Sanitaire [MOH]
FP	Family Planning
GOB	Government of Benin
IC	Injectable Contraceptive
IEC	Information, Education and Communication
IPMS	Integrated Private Medical Sector Initiative
ITN	Insecticide Treated Mosquito Net
ITN-2	Private Sector ITN Market Development Initiative
KfW	Kreditanstalt für Wiederaufbau
MOH	Ministry of Health
NGO	Non Governmental Organization
OC	Oral Contraceptives
ORS	Oral Rehydration Salts
PCV	Peace Corps Volunteer
PNLP	Programme National de Lutte contre le Paludisme [MOH]
PNLS	Programme National de Lutte contre le SIDA [MOH]
PSAMAO	Prévention du SIDA sur les Axes Migratoires de l'Afrique de l'Ouest
PSI	Population Services International
PSSMD	Product and Services Social Marketing and Distribution
STI	Sexually Transmitted Infection
TCI	Targeted Communications Initiative for HIV/AIDS Prevention
US	United States
USAID	United States Agency for International Development
VCT	Voluntary Testing and Counseling
WARP	West Africa Regional Project

Executive Summary

PSI/Benin's USAID-funded project, "Enhancing HIV/AIDS Prevention and Improving Integrated Family and Reproductive Health in Benin", which officially began in July of 2003, got into full swing in FY04 following the obligation of funding in September 2003. Other important activities related to the "start-up" of the new project included the post award conference held on October 1, 2003, the launch of several international tenders for the procurement of contraceptive products, and the recruitment of several new staff position vital to the success of the project's many new initiatives.

The project's Targeted Communication Initiative was highlighted by the continuation of PSAMAO activities via four local NGOs. Throughout FY04, these partner NGOs, with technical assistance from PSI/Benin, conducted peer education and other interpersonal communications activities for HIV/AIDS prevention among commercial sex workers, clandestine sex workers, long-route truckers, taxi drivers and moto-taxi drivers. The project's youth-focused sexual and reproductive health activities were also reinforced this past year with the January 2004 launch of the *Amour et Vie* youth-run weekly call-in radio show. Conducted in collaboration with the state-run national radio station, the radio show complements the project's other youth-focused sexual and reproductive health activities, such as the *Amour et Vie* youth magazine and the *Project Panther* out-of-school youth project implemented in collaboration with the US Peace Corps.

PSI/Benin's targeted communications initiatives were complemented throughout FY04 with intensive nation-wide promotion and distribution activities of the project's various quality health products and services. As a result, the project achieved record sales of Orasel® oral rehydration salts and Prudence male condoms, surpassing annual sales objectives for these two products. Sales of the project's two hormonal family planning products, Harmonie oral contraceptive and Equilibre injectable contraceptive, were right on target with established sales targets for the fiscal year. Sales of products related to the project's malaria prevention activities, however, continued to suffer due to competition from Global Fund subsidized products that are being sold to the general population. At the end of the fiscal year, PSI/Benin was rapidly preparing for the launch of Prudence Plus male condoms, featuring new packaging and a price increase, set to occur in early FY05.

During FY04 PSI/Benin also organized numerous special events. For example, large and successful social mobilization campaigns were conducted in conjunction with World AIDS Day (WAD) in December 2003 and African Malaria Day in April 2004. At the same time PSI/Benin, in collaboration with the national television station, arranged for the broadcast of the third edition of the series of *SIDA dans la Cité* (SDLC3) over the Benin's airwaves, with support from USAID, KfW the Center for Disease Control (CDC) as well as a special grant from the Coca Cola Africa Foundation. In May, PSI/Benin, in collaboration with the National Pharmacy Board and the Ministry of Health successfully conducted the 4th annual "National Pharmacy Day" focused on family health. First conducted in 1998, this bi-annual event again succeeded in promoting pharmacists' involvement in the national family health strategy.

Another key project accomplishment this past fiscal year was the launch of the **ProFam** network of twenty-three franchised reproductive health clinics. Prior to the official launch, six key **ProFam** stakeholders from Benin took an educational trip to PSI/Zimbabwe in order to gather valuable lessons learned and best practices from a mature and successful franchise network. The official launch ceremony of the **ProFam** franchise clinic social marketing project took place on August 20 at the Ministry of Health.

Targeted Communications Initiative (TCI) for HIV/AIDS Prevention

The Targeted Communications Initiative (TCI) for HIV/AIDS prevention includes two principal programs: the extended “Prevention du SIDA sur les Axes Migratoires de l’Afrique de l’Ouest” (PSAMAO) program targeting truck drivers, other mobile populations, and commercial sex workers (CSW) along the country’s principal transportation routes, and the *Amour & Vie* youth-targeted IEC/BCC program promoting healthy adolescent reproductive health, with a particular emphasis on HIV/AIDS prevention. These two main activities are complemented by a variety of interpersonal communication activities implemented throughout the year by PSI/Benin staff and a cadre of trained assistants.

Interpersonal Communication Activities

During FY04, PSI/Benin educators and promoters conducted 1,231 “coins d’information”¹ sessions, reaching 64,997 individuals who participated in discussions of HIV/AIDS transmission routes and correct condom use demonstrations, as well as receiving information on STI prevention. Also during this past year PSI/Benin staff conducted 13,266 “boite a image”² sessions that addressed the risk factors for HIV/AIDS. In keeping with the programs identified target groups, these sessions were attended by 394 CSWs, 7880 workers/artisans between the ages of 15 and 24, 1750 agricultural workers, 22,229 students of both sexes, and 1,582 truckers.

PSAMAO Program

Key activities carried out during the past year as part of the TCI component were the signing in November 2003 of new agreements with the project’s existing and long-time PSAMAO local NGO partners. These partners include: GRADDUR working in the PSAMAO site of Hilla-Condji, Jeunesse Ambition working in the PSAMAO site of Sèmè-Kraké, SIDA3 conducting PSAMAO activities in and around Cotonou, and OSV Jordan, our PSAMAO partner in Parakou. Under their agreements with PSI/Benin, these PSAMAO NGO partners conduct peer education sessions and other interpersonal communications activities for HIV/AIDS prevention. The target groups reached by these activities included commercial sex workers, clandestine sex workers, long-route truckers, taxi drivers and moto-taxi drivers.

Over the past year, these four NGOs together conducted a total of 34,716 activities, reaching a total of 172,772 people. Of these activities there were 20,429 individual sessions 14,128 workshops and 159 events targeting the general public in the target zones. Throughout the year the PSAMAO partners’ local personnel received communications training by PSI/ABMS staff, as well as regular supervision visits. PSI/Benin’s PSAMAO program continues to be integrated with USAID’s West Africa Regional Project (WARP).

STI Counseling and Treatment and VCT Services

The promotion of treatment and counseling for sexually transmitted infection (STI) case management and voluntary testing and counseling (VCT) services for HIV/AIDS continued via the project’s Clinique PSAMAO in Parakou. The clinic was launched in May 2003 in collaboration with the PNLS, and it is managed and operated by our PSAMAO NGO partner OSV Jordan. The clinic’s activities are

¹ “Coins d’Information” or “Information Kiosks”, are portable stands that are erected in key areas (markets, truck stops, heavily trafficked intersections, etc.), which are then staffed by PSI/Benin educators who provide HIV/AIDS prevention messages and information.

² “Boite a Image” is an interpersonal communication technique based upon a flipchart presentation that contains detailed information and pictograms relating information of the risk factors associated with HIV/AIDS transmission

targeted towards truck drivers, CSWs and those who live near the clinic. During the course of the year, 1090 people, comprised of 419 men and 671 women, visited the clinic for advice and STI treatment.

In all 583 people, of which 286 were men and 297 were women, were tested for HIV during the year; of those tested, 47 were HIV positive (a rate of roughly 8% of those tested). In order to increase client flow and reach greater numbers of people with VCT services, OSV-Jordan implemented an outreach strategy of going to areas where the target groups congregate, such as truck stops, and offering VCT services on location.

Mass Media Activities

During FY04, PSI/Benin aired numerous generic radio and television spots with messages on how to prevent the transmission of HIV/AIDS as well as promotional spots for Prudence® condoms over the course of FY04. 11,404 generic spots (STI/HIV/AIDS) and 4,496 Prudence® spots were aired through 27 radio stations based all over the country. During the same period 242 generic and 134 Prudence® spots were aired on television.

PSI/Benin also negotiated a deal with ORTB, the national television station, to air the HIV/AIDS prevention series SIDA Dans La Cite 3 (SDLC3). The series, which began airing in December 2003, touches on such key themes as promoting voluntary testing and counseling for HIV, the risk of multiple partners, as well as living with HIV positive people and reducing their stigmatization. The series was produced by the Association Ivoirienne de Marketing Social (AIMAS) with technical assistance from PSI-Cote d'Ivoire. The creation of the series itself was funded by USAID, KfW and the US government's Center for Disease Control (CDC). Funding for the broadcast of the series in Benin (as well as in nine other countries in West and Central Africa) was made possible by a special grant from the Coca Cola Africa Foundation. The broadcast of SDLC3 highlights the positive links created within the PSI network of social marketing programs in the region, and is also a unique and positive example of a public-private partnership for combating HIV/AIDS. The series was set to be rebroadcast in the first quarter of FY05, to be followed by a round table discussion.

Amour et Vie Youth Program

The *Amour & Vie* adolescent reproductive health program continued to grow in both its reach and diversity of communications strategies during FY04. Of particular note was the launch in January of the *Amour et Vie* radio program produced in collaboration with the National Broadcast Station ORTB. This weekly call-in show targeting in and out-of school youth, aired its first live episode on January 14, 2004 and has been broadcast live to a nationwide audience at a "youth prime-time hour" every Wednesday at 4 pm (only one broadcast did not air as scheduled this past year due to a strike at ORTB).

Each week the radio show featured topics dealing with the lives of youth, with special emphasis placed upon reproductive and general health issues. Professional journalists were hired to help train PSI-educators who host the show together with specially trained teens. The weekly topics were developed by a team of young people who also provide feedback on and suggestions for improving the radio program. To further complement the show, specialists on the topic of the week were invited to each show to provide in-depth insight, commentary and feedback to the listeners and those who call-in. The program generated considerable interest and feedback, with numerous youth calling in from around the country during the show, and letters and emails pouring in every week.

Amour & Vie magazine: FY04 featured the fourth volume of the increasingly popular *Amour et Vie* youth magazine. Distributed in 4 editions spanning the school year, total sales of the *Amour et Vie*

magazine reached 120,555 copies. Over the course of the year, the *Amour et Vie* magazine featured such youth-popular artists as FAFA, Zouley Sangare, and H₂O Assouka, and discussed HIV/AIDS related topics such as condom use negotiation by young women, cross-generational sex, abstinence, and living with HIV/AIDS. Of particular note, the final issue of *Amour et Vie* Volume 4 was launched at the French Cultural Center in Parakou on May 29th. The event included a question and answer session on STI/HIV/AIDS, a cultural performance and recitals of poems on STI/HIV/AIDS that were written and performed by young people, who received various prizes. Over 1,000 students attended these activities and heard Zouley Sangare talk about HIV/AIDS prevention.

PSI/Benin also organized a workshop in July of 2004 to evaluate the *Amour et Vie* campaign, the magazine's distribution strategy, and to begin developing the campaign for 2004-2005. Twenty-five individuals were invited to attend, comprised of a mixture of listeners from around the country, magazine distributors, youth educators, parents and school administrators. The feedback was highly useful, and as a result numerous suggestions raised during the workshop will be incorporated into the future editions of the magazine. Some of the most notable changes include increasing the number of pages of the magazine and including several new sections to further diversify the content, thereby attracting a wider readership.

Amour et Vie/Projet Panther youth peer education project, conducted in collaboration with the U.S. Peace Corps also had a successful year in FY04. This project aims to educate rural youth populations, especially those youth who are out-of-school, on issues relating to HIV/AIDS. This year's Projet Panther campaign was conducted in villages and communities in Oueme, Plateau, Collines, Atacora and Alibori departments. Each community identified a counselor and two peer educators who received interpersonal communication training from PSI/Benin and Peace Corps staff at a workshop held in September 2003. These peer education teams then returned to their communities where they spent the next year conducting interpersonal communications activities targeting rural, mostly out-of-school youth. Supervisory visits were conducted on a regular basis by PSI/Benin staff throughout the year, and a refresher training session for the peer educators was held in March 2004.

Other Activities

World AIDS Day: In November and December 2003, the project implemented a series of successful World AIDS Day (WAD) events in coordination with the PNLS. The project decided to concentrate its activities this year in the Borgou and the Atacora departments in the north of the country. These departments were selected primarily due to their increasing prevalence rates, but in the case of the Atacora, also because of the fact that it is often overlooked by most of the nation's major HIV/AIDS prevention interventions.

The key WAD activities conducted by PSI/Benin included the second edition of the *Concert Amour et Vie* held in Parakou, as well as the large social mobilization campaign covering nearly the entire Atacora Department. The social mobilization campaign included a theater contest that involved schools from all over the region competing amongst each other as they wrote, directed and presented original theater pieces touching on key themes of HIV/AIDS prevention.

Other activities conducted as part of the social mobilization campaign included educational sessions with films and other tools, special radio broadcasts, and the creation and promotion of new Prudence condoms sales points. The *Concert Amour et Vie* in Parakou brought together the most popular Beninese artists for a concert against HIV/AIDS. The artists performed their popular hits, as well as messages promoting healthy behavior change in the face of the HIV/AIDS epidemic. Over 3,000 people attended the concert, most of them being among *Amour et Vie's* target group. Overall,

PSI/ABMS estimates that its week-long WAD activities (including special radio programming) touched approximately 300,000 persons.

In addition to the mobilization in the north, PSI/ABMS organized a one-day communications event with its PSAMAO partners in Hilla-Condji and Sèmè-Kraké in the south of the country. The PSAMAO educators conducted brief educational discussions focused on key messages for HIV/AIDS prevention with travelers at the two major toll stations located along Benin's southern transportation route. This event was timed to coincide with the official launch of the World Bank's "Abidjan- Lagos Corridor" project.

Prudence Information Kiosk: In March 2004 PSI/Benin launched the new "Prudence condom sales kiosk and information booth" that will operate in Cotonou's Jonquet neighborhood (the city's main "red light district") in collaboration with SIDA3. The main objective of this additional sales point is to increase access and availability to condoms particularly in this high risk zone for commercial sex workers and their clients.

Integrated Private Medical Sector Initiative (IPMS)

FY04 marked the launch of the Integrated Private Medical Sector Initiative, (IPMS), under the brand name **ProFam**. The year began with the hiring of a project coordinator and an initial informational exchange and planning seminar held at the Ministry of Health in October 2003. During the seminar, project stakeholders debated and discussed the social franchising strategy, and the project's objective to establish a network of 25 to 30 private medical clinics in the Atlantique and Littoral provinces.

The **ProFam** Advisory Committee was created in November, consisting of representatives from the MOH and other stakeholders from the public and private sectors. Clinic "audits" were conducted in January/February of 2004 with assistance from INTRAHealth International, whom PSI contracted to provide technical assistance with the implementation of the **ProFam** pilot project. As a result of the audit, 30 clinics were pre-selected and invited to participate in a introductory workshop that was held in March. In April, PSI/Benin organized a study trip to PSI/Zimbabwe. This trip gave **ProFam** members and other stakeholder the opportunity to see a mature social franchising project in action and to share lessons learned with the Zimbabwe **ProFam** team. Those who participated in the trip included 2 representatives from the Ministry of Public Health (from the DSF and the DNPS), 1 representative from USAID-Benin, 1 representative from INTRAHealth Dakar, and 2 PSI/Benin employees.

Various baseline research studies were also conducted prior to the official launch of the **ProFam** network. "Mystery client" surveys of **ProFam** member clinics we conducted to assess the performance and competencies of clinical health care providers in well-defined areas. A "household survey" was also conducted in April/May of 2004 in order to gauge the general perception and attitudes regarding family health seeking behavior of the populations in the communes surrounding the clinics.

All of these activities culminated in the launch of the **ProFam** network on August 20, 2004. This was achieved with the extensive cooperation of the MOH, and in particular the DSF, the DNPS and the CAME, as well as various other partners. A key achievement of this collaboration with the MOH was the approval by the Benin Government for PSI/Benin's branded contraceptives, Harmonie® and Equilibre®, to be sold via the Central d'Achats des Medicaments Essentiels (CAME). Prior to this, PSI/Benin had never sold hormonal contraceptives within the public sector distribution system.

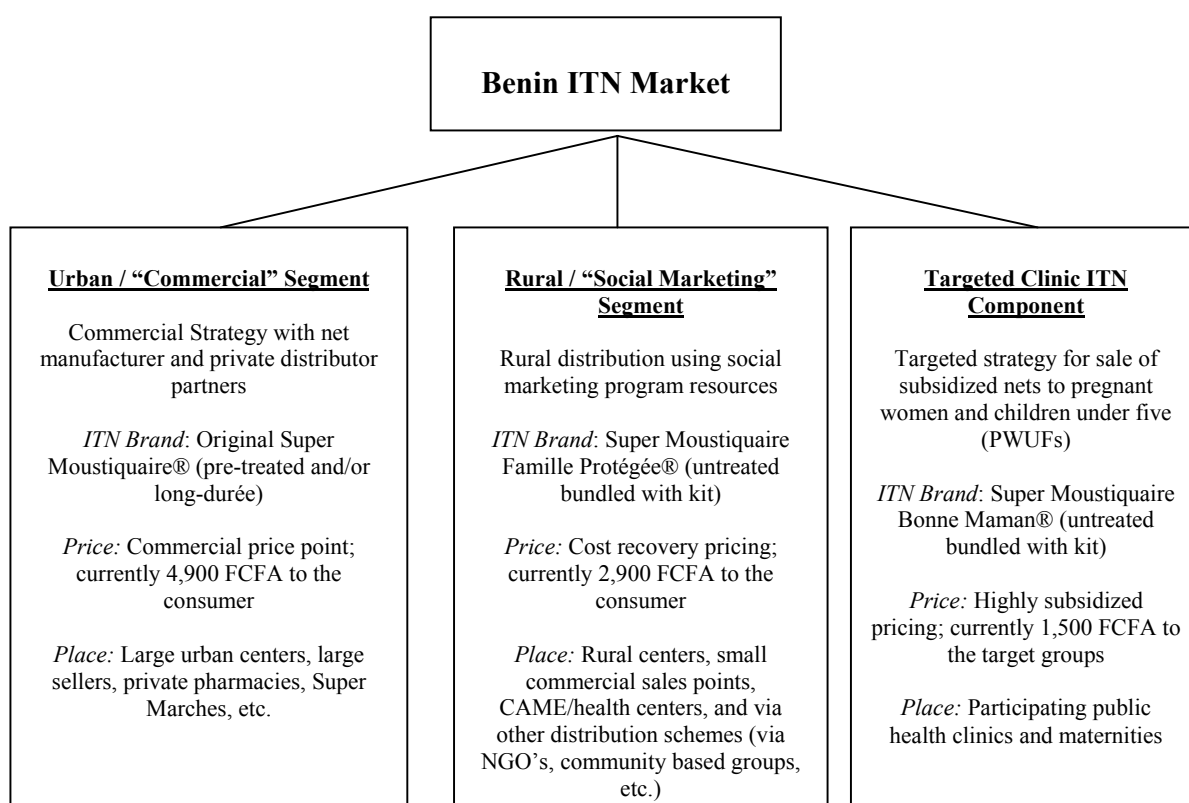
The August launch was attended by representatives of the MOH, USAID/Benin, health care providers of **ProFam**® member clinics, and delegates of various professional associations. At this occasion,

member clinics received official recognition of their participation in the **ProFam®** network, as well as an initial donation of family planning related IEC materials and a starter stock of PSI/Benin's family planning methods. The month of September was dedicated to providing operational support to the 23 member clinics, including installing their **ProFam®** signs and logos, providing them with IEC materials and ensuring they had all necessary tracking forms. Follow-up supervisory visits to all 23 clinics were conducted in collaboration with representatives of the Ministry of Health to assess each clinic's adherence to established norms and standards.

Commercial Market Development for ITNs (ITN-2)

At the start of FY04 PSI/Benin had made significant progress in negotiations with our net manufacturing partner, Siam Dutch, to implement the new, segmented market strategy. However, despite having come to an agreement on a draft Memorandum of Understanding (MOU) between PSI and Siam Dutch, as well as the preparation of a draft licensing agreement that would eventually allow Siam Dutch to use at no-cost the Super Moustiquaire brand to help them enter and market their nets in Benin's urban marketplace, Siam Dutch backed out of the deal in early 2004. Though not confirmed, it is suspected that Siam Dutch decided that it would be difficult for this type of collaboration to be profitable given the relatively small size of the Benin net market.

Nevertheless, certain progress was made on implementing PSI/Benin's segmented market strategy for ITNs (see diagram below for details) with the launch of the Famille Protégée bed net in Allada at the end of April. This event formed part of the activities conducted by the team during the 2004 African Malaria Day Campaign. The goal of introducing the Famille Protégée net is to increase the availability of affordable ITN's in rural zones beyond the UNICEF intervention zones in the Zou/Collines Departments. The consumer price of Famille Protégée ITN's was reduced to 2,900 FCFA per net as a means of increasing access of a high quality 3-person net to the general public, but still maintaining a level of cost recovery and sustainability.



The implementation of the segmented strategy, however, was severely impacted by the glut of Global Fund supported nets that are being widely distributed at a price of 1,500 FCFA and made available to the general public. Originally intended to be targeted to pregnant women and children under five, these highly subsidized nets are being made available to the general population, thereby having considerable impact on the sales of all PSI/Benin's ITN products (Super Moustiquaire®, Famille Protégée® and Alafia® retreatment kits).

Negotiations started with Vestergard to procure Permanets, which will be distributed under our Super Moustiquaire brand in urban markets. As the negotiations with Siam Dutch did not yield any concrete results, the decision was made to shift to the procurement of VF Long-lasting Permanet and to work towards a clear partnership with this manufacturer.

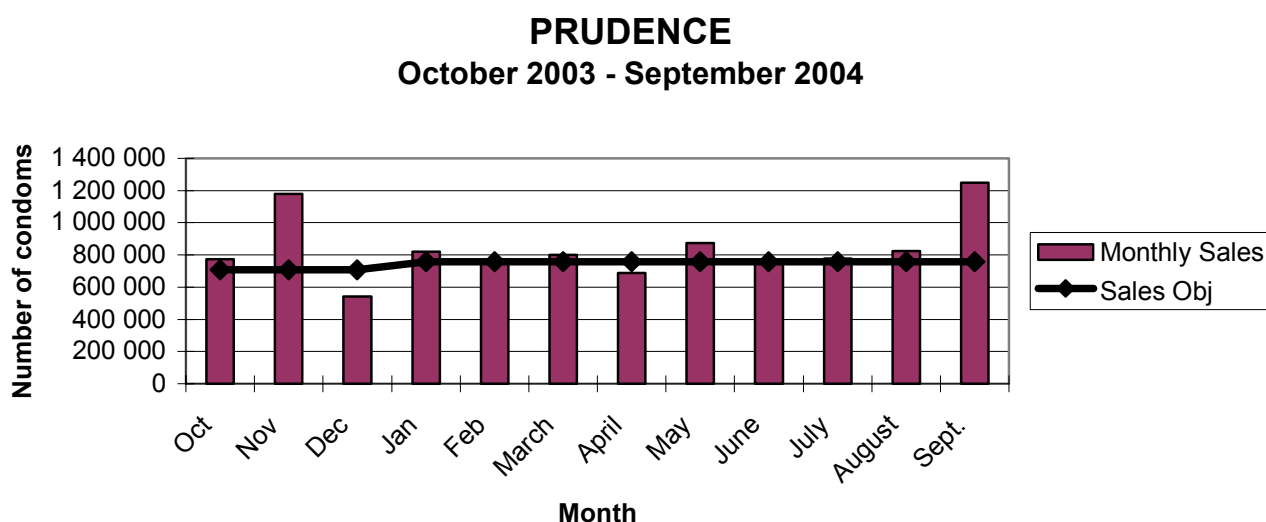
Product and Services Social Marketing and Distribution (PSSMD)

The social marketing and distribution of the project's various health products and services moved into full gear at the start of FY04 with the arrival of the full complement of project financing. In addition to increased field activities promoting the project's various products and services, the project was also able to re-start its extensive promotional and educational TV and radio campaigns across the nation's airwaves. As part of this renewed effort, the marketing and distribution team was reinforced with the hiring of four new marketing and distribution agents. Numerous special events were conducted throughout the year, and are outlined by intervention area below.

A. HIV/AIDS Prevention Interventions

Prudence® Condoms

Sales and Distribution: The project sold 10,047,840 condoms during FY04, thereby achieving 112% of our stated annual sales target of 8,949,000 (see graph below).



It should be noted also that 188,036 units given out as promotional items. In addition to this, 90,000 units were given to the PNLs in support of their activities. A further 363,138 units were taken from the warehouse in order to create special “sample condoms” with correct use instructions, and were used to support numerous activities throughout the year.

Over the course of FY04, 434 new Prudence sales points were created, thus the total number of Prudence sales points at the end of FY04 stood at 16,907 (with at least 25 sales points in all of the nations 77 sous-prefectures). Throughout the year, PSI/Benin sales staff regularly conducted visits to the various sales points to verify stock levels, ensure the existence of sales point items such as “en vente ici” stickers, and to guarantee the visibility of the product. During these visits, PSI/Benin promoters encouraged the key commercial partners to be vigilant about re-stocking via their wholesalers. Via these visits a stock-out rate of nearly 10% was observed. It should be noted, however, that the renewed level of promotional activities is expected to have already reduced this stock-out rate considerably.

The PSI/Benin staff also conducted numerous promotional activities throughout FY04 to promote the work of Prudence sellers and to direct consumers to Prudence sales points in their area. These events, conducted by PSI/Benin educators, were usually held in front of key sales points, and included demonstration of correct condom use and the distribution of various IEC materials.

Promotion and Demand Creation: Along with the events mentioned in the previous sections, PSI/Benin educators and promoters carried out a host of activities aimed at reaching the key target groups with messages about abstinence, fidelity and correct and consistent condom use, often times using the project’s HIV/AIDS transmission risk factors flip chart. All told, these events reached a total of 33,835 members the key target groups during educational sessions, comprised of 394 CSWs, 1,582 long-distance truck drivers, 7,880 apprentices and workers between 15 and 24 years of age, 1,750 male rural agricultural workers, and 22,229 students ages of 15 to 24 years.

In addition, promotional teams conducted 1,231 “coins d’information” sessions reaching over 64,997 people. A “coin d’information” is a portable stand that marketing teams install temporarily in highly trafficked locations or in locations that allow for the targeting of certain groups, such as outside of night clubs or taxi parks. Specially trained assistants then conduct education sessions with flip charts, animate educational activities that require the participation of those attending, and conduct condom use demonstrations. In addition, the portable stands serve as a way to distribute brochures and other educational materials.

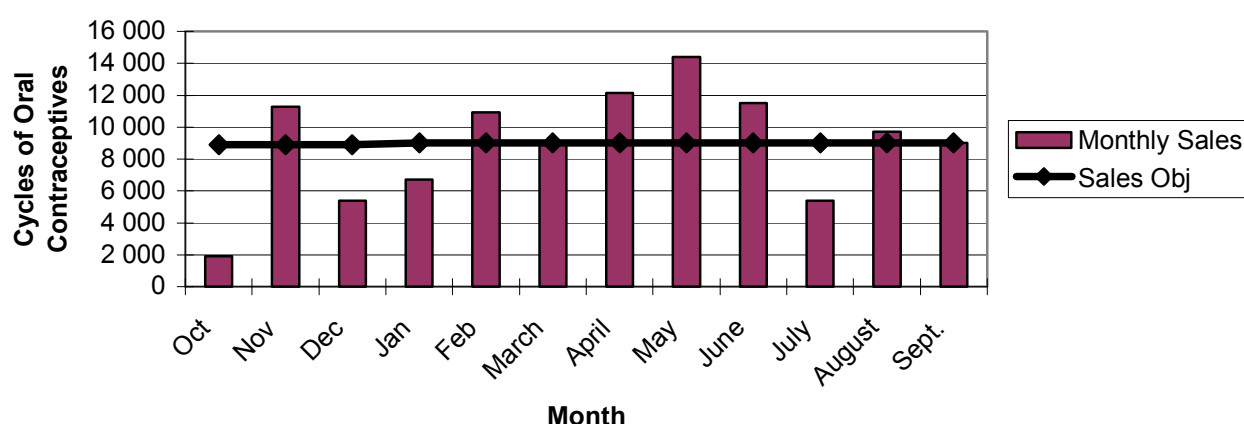
B. Promotion of Family Planning

Activities promoting modern family planning methods, and in particular the project’s oral contraceptive, Harmonie®, and injectable contraceptive, Equilibre®, continued throughout the year. Having succeeded to place these products in most of the nation's private pharmacies, PSI/Benin's medical detailers focused much of their efforts on supporting the integration of other products into the nation’s pharmacy outlets. Nevertheless, demand creation for modern family planning methods continued a pace in FY04, including the airing of generic radio programs, and the organization of numerous IEC/BCC interpersonal activities via portable “coins d’information” in marketplaces, which are moderated by specially trained contractual assistants. Overall, there were 810 coins d’informations’ reaching 10,873 people.

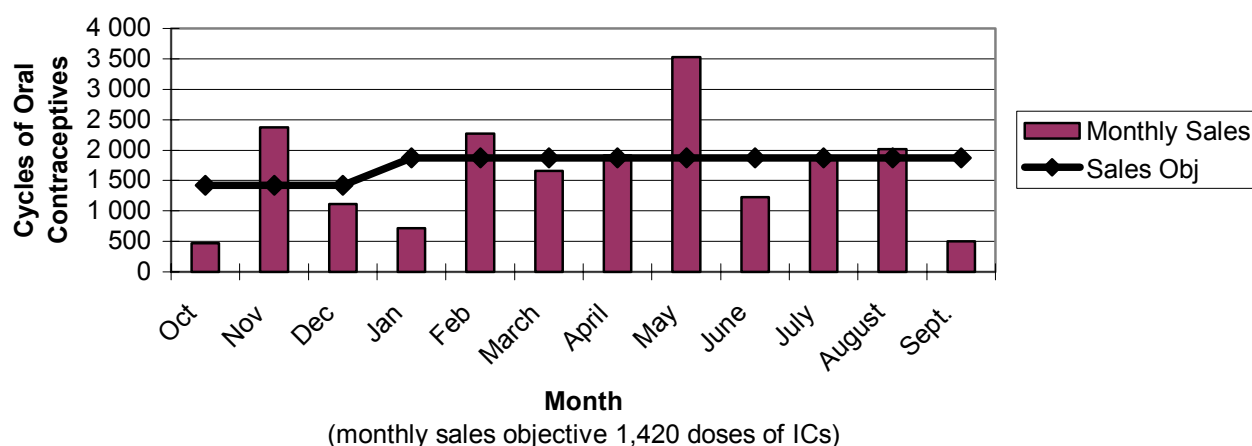
Harmonie® Oral Contraceptives and Equilibre® Injectable Contraceptives

Sales and Distribution: The sale of Harmonie® oral contraceptives (OCs) and Equilibre® injectable contraceptives (ICs) were right on target with established sales objectives, with expected fluctuations across the different months as witnessed in the following graphs. This is a strong indication that the products are well established in the very efficient, although limited, private pharmaceutical distribution channel. More specifically, during FY04, a total of 107,400 cycles of Harmonie® OCs were sold via the country's five private pharmaceutical wholesalers. Similarly, sales of project's Equilibre® injectable contraceptive product reached 15,264 units during FY04.

HARMONIE **October 2003 - September 2004**



EQUILIBRE **October 2003 - September 2004**



Points of Sale: At the end of September 2004, there were 236 points of sale (149 pharmacies, 45 pharmacy depots and 42 clinics) for Harmonie® and 214 points of sale (149 pharmacies, 25 pharmacy depots and 40 clinics) for Equilibre®. It is important to note that both products were integrated into the CAME public sector distribution network beginning in August 2004. We expect this achievement to increase the availability and accessibility of these two family planning products by dramatically increasing the number of sales points through public health facilities across the nation.

Medical Promotion and Demand Creation: The team of medical detailers conducted visits to 497 clinics and reached 783 health care providers to promote the project's brand of contraceptives as well as the other health products. In addition, the team visited 220 sales outlets (pharmacies and depot pharmacies) and verified stock levels, the presence of product brochures and point of purchase promotional materials. The medical detailers also responded to technical questions and concerns raised by pharmacy staff.

During FY04, a total of 1380 radio and 191 television spots were aired to promote modern family planning methods. In addition, as part of the social franchising project, the PSI/Benin team conducted information and demand creation sessions in the various neighborhoods where **ProFam®** clinics are situated. A team of four trained assistants were hired to intensify these activities in tight collaboration with the 23 **ProFam®** clinics. As a result, IEC sessions were conducted in 19 different neighborhoods in Cotonou and surrounding areas.

C. Malaria Prevention Interventions

Super Moustiquaire ® ITNs and Alafia® Insecticide Treatment Kits

Sales of both ITN's and retreatment kits were well below expected sales levels in FY04. This is primarily due to the fact that the private ITN market in Benin has been significantly influenced by the nationwide distribution of highly subsidized ITNs. Since April 2004 the PNLP, with the support of the RBM specialist at OMS, has been selling a blue 3-person net provided with financing from the Global Funds. These nets are available to the general public for 1,500 FCFA (as opposed to initial plans to have this net being subsidized only for pregnant women and children under five years of age). Even though the consumer price of Famille Protégée is now 2,900 F (instead of initially planned 3,500 F), this competition poses a new challenge to the social marketing project whose aim is to harness the potential of the private sector.

Given this increased competition in the ITN market, PSI/Benin is considering the need to modify our social marketing strategy in order to fully harness the full potential of the private sector. This may include shifting to a long-lasting-ITN such as Permanet distributed as part of the segmented market strategy in urban areas.

Sales and Distribution:

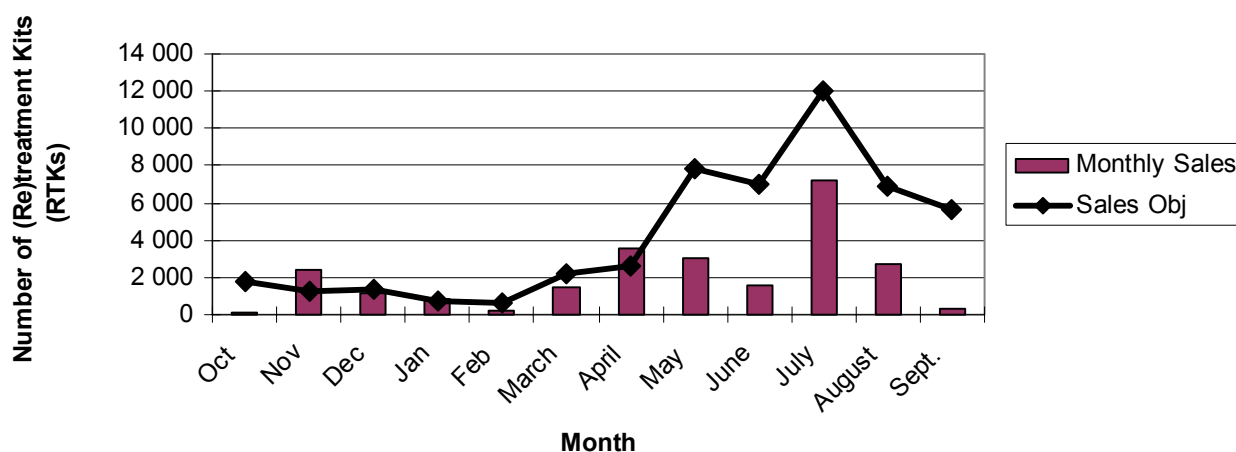
Sales of Super Moustiquaire ITNs and Alafia retreatment kits progressed quite well from the beginning of the fiscal year through to April/May, while experiencing an expected slowdown in the dry season months of December through March (see graph below). The spike in sales in April/May, reflect the intense promotional and demand creation activities realized as part of the African Malaria Day mobilisation campaign. Also in April PSI/Benin initiated its rural segmentation strategy with an official product launch of the Famille Protégée ITN. This event was held on April 28 in Allada with the support of MOH staff and local authorities.

Sales of both ITNs and retreatment kits dropped considerably in June and never truly rebounded. As mentioned above, these depressed sales were mainly a result of intense competition from highly subsidized Global Fund nets, as well as free retreatment campaigns conducted by UNICEF.

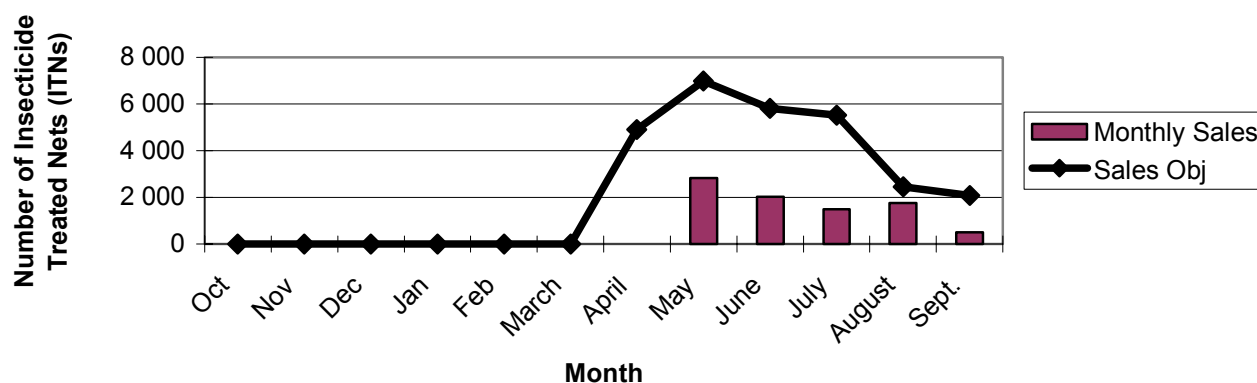
For the year, sales of Super Moustiquaire ITNs were 26,549 units, or 74% of the annual objective of 36,113 units. Sales of Famille Protegee were depressed even further, achieving sales of 8,617 units for the period April-September, or 31% of the annual target of 27,748. Sales for Alafia retreatment kits for FY04 were 24,685, which translates to 49% of the stated sales objective of 50,035 units.

Throughout the year the PSI/Benin sales team created new sales points for these products, and by the end of the fiscal year there were 1,066 points of sale across the country.

ALAFIA October 2003 - September 2004

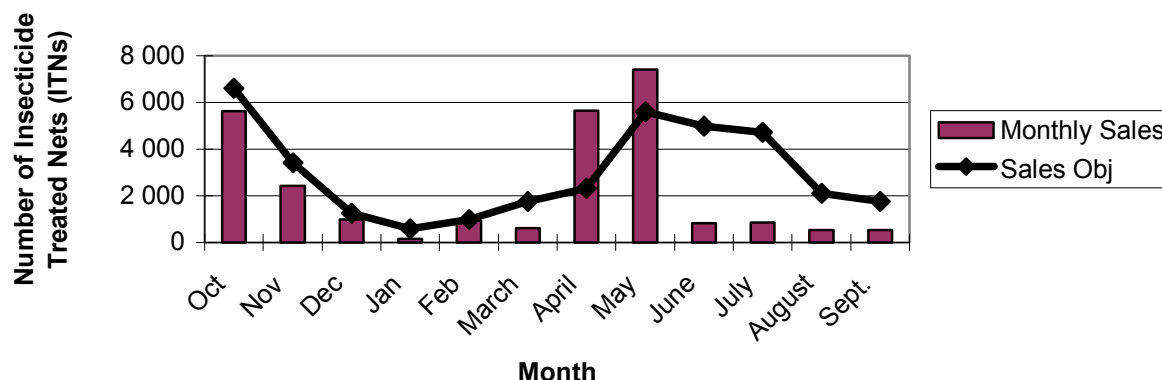


SUPER MOUSTIQUAIRE Famille Protégée October 2003 - September 2004



SUPER MOUSTIQUAIRE

October 2003 - September 2004



Promotion and Demand Creation:

Throughout the fiscal year, the project used mass media to disseminate various generic and branded malaria prevention messages. A total of 1,635 generic radio spots featuring popular Beninese artists broadcast the key message that “mosquitoes transmit malaria and that malaria kills”. The television spot promoting Super Moustiquaire was broadcast 243 times, while the spot promoting Alafia was aired 231 times. In addition, 4,670 radio spots were aired to promote Alafia and reinforce the importance of retreatment the bed nets. Similarly 9,651 branded radio spots that focus on malaria transmission and prevention were broadcast. These included a new radio spot that promotes regular and consistent net (re) treatment every six months. This spot was created at low cost due to the adaptation of spots developed for the UNICEF malaria prevention project, which started airing in March 2004. This once again demonstrates the synergies and coordination across both programs.

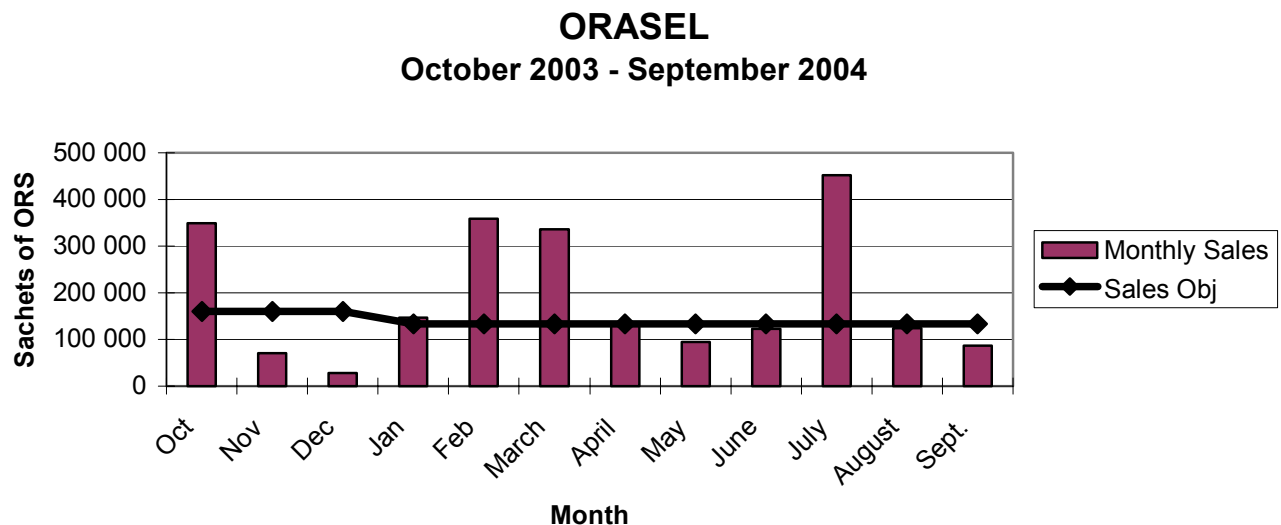
Along with these regular activities, the project also conducted various special promotional events during the year. For example, prior to the end of 2003, members of the integrated marketing and distribution team instigated a special promotional push to encourage the purchase of Super Moustiquaire as the “perfect holiday gift.” The key promotional event during the year was the social mobilization campaign that took place during Africa Malaria Day activities. The theme for this event was “A future without malaria: The child’s role in helping to roll back malaria”. PSI/Benin organized a “Bonne Maman Mega-Concert” under a giant bed net that featured very popular Beninese actors, among them super star Rabbi Slo. High ranking representatives of the MOH, such as the PNLP-Coordinator, UNICEF-staff, the coordinator of OMS-RBM and many other political and technical representatives attended this event. PSI/Benin was publicly praised in the OMS-bulletin for its great success in mobilizing over 3,000 people, and the event was praised as very successful “edutainment” to raise awareness for malaria prevention. In addition to the concert, the team organized a skit contest at various secondary schools in the Atlantique Department. Over 3,600 students were reached through the different contests.

D. Child Survival Interventions

Sales of Orasel Oral Rehydration Salts showed impressive gains over last year, posting record sales in several months and in general far surpassing initial sales projections.

Orasel ® Oral Rehydration Salts

Sales and Distribution: During FY04, the project sold 2,303,313 sachets of Orasel, which represents 137% of the FY04 annual sales objective of 1,680,000 sachets. Certain spikes in sales for certain months (see graph below) reflect significant purchases of Orasel by the GOB's Centrale d'Achat des Medicaments Essentiels (CAME), and overall sales of Orasel via the CAME were strong over the past year, particularly following the opening of the new CAME depot warehouse in Parakou.



Over the past year, promotional activities focused on promoting the purchase of the product by the project's existing sales points, as opposed to opening up new sales points. The focus on reinvigorating existing sales points was because these sales points had been somewhat neglected due to the limited project activity levels of most of 2003. With the existing sales and distribution system functioning at such an efficient level, the focus of activities next year will be on opening up additional sales points and updating our sales point database.

Promotion and Demand Creation: Promotional and demand creation activities focused on sales and detailing visits. In addition, a special focus was given to visiting the nation's public health centers to promote the sale of Orasel and consistent re-ordering via the CAME.

In addition, the project used mass media (the broadcast of TV and radio spots) to educate consumers of health risks and stimulate the use of ORS, as well as of generically promoting oral rehydration therapy (ORT). In the first quarter of FY04 the project began broadcasting a new regional Orasel branded television spot produced by the SFPS project. The new spot features a mother and child, and focuses on the importance of preventing your child from suffering dehydration during bouts of diarrhea. Overall, branded spots aired 176 times on the national television channel. In addition, 1,200 generic radio spots promoting ORT aired in 5 languages on 9 stations nationally, and 2,350 branded Orasel radio spots aired in 6 languages on 15 radio stations across the country.

Other Programmatic Activities

Proposed Price Increase of Prudence Condoms

The price of social marketed condoms in Benin had not increased over the past 10 years, despite currency devaluations and inflation. Thus it was decided that a price increase was warranted in order to improve cost recovery as well as to address the growing “poor quality” perception associated with the product’s extremely low price. The recent price increase of the social marketed condoms in Nigeria, was another factor making now the right time to initiate a price increase of the project's condom, thereby maintaining a relative “equilibrium” in condom prices in the sub-region and limiting cross-border sales with both Togo and Nigeria. In addition to this key determinant, the project recently signed a procurement contract with a new condom supplier following an international tender carried out with financing from KfW's contraceptive commodity support project. These new condoms will be packaged in a standard regional condom foil that sports a completely different look and style from the project’s existing foil, and will be branded as “Prudence Plus”, thus requiring a change in the existing outer packaging.

All of these factors came together to present the project with the best opportunity it has had in recent years to implement a price increase, address quality perception issues, increase cost recovery and sustainability, and move to minimize the possibility of cross-border sales. The consumer price will increase from the current level of 50 FCFA per packet of four condoms to 100 FCFA per packet of four condoms. This will also be an opportunity to improve the wholesaler and retailer margins used to help motivate the distribution of this social market brand condom. Initial steps to design the new packaging, procure the new condoms, and prepare promotional materials to accompany the new condom launch were conducted during FY04, but the actual public launch of Prudence Plus is planned to occur in early FY05 to coincide with World AIDS Day. The issue of raising the price was fully vetted with USAID, KfW and the Ministry of Health, with all stakeholders agreeing with the logic behind raising prices at this time, and was supported by consumer research studies that gauged the public’s perception of Prudence’s current price level.

Research and Monitoring/Evaluation

From October 20 – 24, 2003, the project’s Research Coordinator participated in a one-week training seminar on quantitative research techniques, designed to ensure a stronger focus on evaluating the impact of PSI’s social marketing projects, in particular on evaluating progress towards promoting positive behavior change objectives.

The PSI/ABMS’ Research Coordinator also provided technical assistance to CEFORP, the organization responsible for administering the qualitative component of the second Behaviour Surveillance Survey (BSS). This qualitative study focused on factors that determine delayed sexual debut and abstinence among youth. It provided valuable insight into the target groups’ attitudes and the perceptions that influences early sexual debut, which are known to expose young people to STI/HIV/AIDS and unplanned pregnancies. Fourteen focus group with males and females 15 to 24 years old were conducted in three different regions of the country. The report was finalized in May 2004.

During this past year, the project’s Research Coordinator also participated in conducting the **ProFam** base-line research. As detailed under the “IPMS” section, this research included a “clinic audit”, a “mystery client survey”, and a household survey. The results of these baseline surveys were shared with key stakeholders at a half-day seminar that took place during the second quarter of 2004.

The PSI/Benin Research Coordinator also provided technical assistance for the pre-testing of spots for the multi-media Trusted Partner Campaign. This regional campaign was developed by AIDSMARK/Washington and addresses one of the most important obstacles to the use of condoms in preventing HIV/AIDS: the trust of one's partner. The punch line for this campaign is 'Anyone can get HIV/AIDS; everyone can avoid it'. The spot was pre-tested via four group interviews conducted in Cotonou and Parakou with boys and girls from 15-19, and 20-24 years of age. These spots began airing in August 2004.

Internal Consulting Visits within the PSI Network

PSI/Benin's efforts to transition to a wholesaler-based condom distribution system sparked great interest among other PSI projects in the region. As a result, the project's Marketing and Distribution Manager, Jeremie Houssou, visited PSI/Guinea in May 2003, and again visited PSI/Rwanda in October 2003 to conduct one-week "best practices sharing" consultative visit. The visit and expertise of Mr. Houssou was very much appreciated by his marketing and distribution counterparts in both countries. PSI/Benin actively promotes these types of opportunities in order to enhance sharing of expertise and professional development of its many "local experts" throughout the PSI network of social marketing programs.

Smart Marketing Workshop

Three members of the PSI/Benin team (the Research Coordinator, the Marketing Director and the IEC Coordinator) attended a marketing workshop in Dakar from the 10th to the 14th of May, 2004. Organized by PSI/Washington, the topics of the workshop included the importance of targeting and segmentation, and concrete ways in which programs can apply marketing theories and techniques in practical ways (to identify sources of information, to determine when to use the different research tools and to use research results in designing campaigns).

Project Administration and Logistics

Project Administration

During FY04, the project recruited and hired fourteen new staff persons to fill positions as proposed under the new project. The process used was highly participative and resulted in the identification and selection of high-quality candidates. Among those recruited was a new Administrative and Financial Manager, thus filling the five month vacancy of this key position. Given the importance of the English language in social marketing, PSI/Benin offered an English refresher course to the entire staff in 2004.

In early 2004, PSI/Washington also made the strategic decision to promote the Benin Country Representative, John Justino, to another position within PSI as of end April 2004. His successor, Jim Malster, was named and arrived in-country at the end of August.

Numerous requests for direct payments for the procurement of contraceptives (funded by KfW) had been held up in the Ministry of Health awaiting signature, but fortunately all of the requests that had been delayed were finally signed in December 2003. We are also hopeful that better communications and tracking with the MOH will help avoid such delays in the future.

In February, the project received the final audit report of Deloitte & Touche/Ivory Coast covering the period May 2001 to December 2002.

Logistics

The project continued to effectively manage the various procurement processes required to keep the project running. This includes KfW-financed procurements of condoms and hormonal contraceptives. An international tender (“appel d’offre”) was released to the world’s major condom suppliers during the first quarter of FY04 (in collaboration with PSI/Washington’s procurement department). UNIDUS, a South Korean based company, and one of the world’s largest condom manufacturers, was selected as the project’s new condom supplier after the competitive bidding process. The first shipment passed sampling and testing and arrived in country in July 2004.

Since early 2003, Pharmacia and Upjohn, the manufacturer of Depo-Provera (the injectable contraceptive currently marketed in Benin as Equilibre) has limited its production of the product. Thus PSI/Benin, in coordination with PSI/Washington, started to look for a new supplier for its injectable contraceptive program. Negotiations between PSI/Washington and Organon, the manufacturer of Megestron, an injectable with the identical composition as Depo-Provera, resulted in an agreement to allow the social marketing and over-branding of Megestron by PSI and its programs around the world. In December 2003, PSI/Benin submitted registration documents to the MOH, and the registration was finally approved in the fourth quarter of FY04. Some of the earlier problems with Depo-Provera stock seem to have been resolved by the manufacturer, so PSI/Benin is now considering whether to switch providers based on reliability of future supply. Wyeth Pharmaceuticals finally signed the contract amendment with PSI and thus the supply of Duofem oral contraceptives, over-branded as Harmonie, is assured for the next several years.

Finally, the logistics team launched several procurements of new equipment needed for the start-up of the new project. Key among these was the procurement of new project vehicles needed to replace old and amortized vehicles. The vehicle acquisitions were made only after the reception of the no-objection waiver from the USAID-mission allowing the purchase of Non-American vehicles.

External and Donor Relations

Government of Benin / Ministry of Health

Relations with the MOH continue to be very positive. Coordination with the Direction de la Santé Familiale (DSF) and the Direction de la Protection Sanitaire (DNPS) were critical to ensuring the successful launch of the new pilot social franchising project, **ProFam**. In addition, numerous meetings and working sessions were held with the National HIV/AIDS Prevention Program (the PNLS) as the project planned its World AIDS Day activities, as well as regular meeting with the PNLS and PLNP to discuss the 4th round proposal to the Global Fund.

PSI was invited to present its segmented ITN strategy, funded by both USAID and UNICEF, at an October 2003 Réseau d’Afrique de l’Ouest contre le Paludisme pendant la Grossesse (RAOPAG) meeting. PSI/Benin’s program and progress on increasing ITN use sparked tremendous interest among the participants.

In May, the 2004-2005 distribution plans for Prudence® condoms, Harmonie® and Equilibre® hormonal contraceptives as well as the Operation Plans (7/2004-9/2005) for these commodities were finalized and submitted to the Ministry of Health and to KfW for review and comment.

USAID

Relations with the USAID/Benin Mission continue to be good. On October 1, 2003 PSI and USAID conducted the post award conference for the recently signed cooperative agreement. The post award conference was very useful to both parties and resulted in agreement on the need to make some changes to the cooperative agreement via a modification. As of the end of FY04, the proposed modification had not yet been received from the mission.

During the course of the past fiscal year, the PSI/ABMS team submitted to the USAID mission various planning and reporting documents as requested, and regular bi-weekly coordination meetings with the CTO contribute to an effective information flow and exchange regarding all relevant areas of the project. Several members of PSI/ABMS's staff were invited to participate as resource persons at seminars organized to plan the missions next strategic phase (2006 to 2011).

The project's CTO also prepared a coordination and monitoring plan covering all of 2004 and 2005. In early 2004, PSI/ABMS presented the USAID Mission with a Monitoring Plan covering all of 2004 and 2005 of the new project. This document was prepared with PSI/ABMS senior staff, but has yet to be finalized pending a coordination meeting the USAID Family Health Team. The CTO also conducted a supervision site visit to Save, Zogbodomey and Parakou during the course of FY04.

KfW

Relations with KfW continue to be positive, and the project's logistics and administrative teams continue their effective management of procurements and financial issues. The KfW desk officer, Wolfgang THEIS visited Benin in February and held different meetings with the staff and other stakeholders. In addition, he attended several project activities and inspected the project warehouses.

UNICEF

Relations with UNICEF also continue to be positive with regard to the implementation of the targeted ITN distribution project in Zou/Collines. Unfortunately, due to funding constraints at UNICEF, PSI/Benin has been forced to fund the project activities via the revenues generated by the sale of Bonne Maman since August of 2003. This highlights the importance of the cost effectiveness of project's "social marketing" approach, as well as PSI/Benin's effective management of program generated revenues that helps to ensure sustainability.

Nevertheless, based on the positive results of the Zou/Collines project, USAID-Benin has provided funding to UNICEF to replicate the project in the Donga Department. PSI/Benin submitted a technical proposal and budget to UNICEF, with the hope of signing a contract by the end of the year and launching project activities in time for African Malaria Day 2005.

US Peace Corps

Collaborations with the US Peace Corps continue to go well. In December, PSI/ABMS welcomed a new PCV, Justin Divenanzo, who worked for the project until the end of FY04 providing assistance to the communications department on the *Amour et Vie* and *Project Panther* youth targeted IEC/BCC programs.

DED

Collaborations with the DED (Deutscher Entwicklungsdienst) also continue to be very positive. The DED Technical Assistance Specialist, Klaus van Briel, has been instrumental in introducing new technical competencies within the communications department, as well as preparing the launch of the

new *Amour et Vie Radio* program that began broadcasting in January 2004. Following a formal request from PSI/Benin, the DED has agreed to extend his contract by another year.

Global Funds

Given that Benin's fourth round submission to the Global Fund was rejected, steps were being taken by the government and other partners to begin preparations for a 5th round submission. PSI/Benin expects to once again integrate into this proposal the plan to further replicate our targeted ITN strategy in the Atacora region.

ANNEX I

SALES AND DISTRIBUTION INFORMATION

